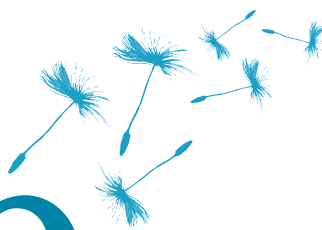


thrive

the C A M P A I G N *for* R E N E W E D
2017-2022



thrive



the C A M P A I G N for R E N E W E D

A NEW CHAPTER FOR RENEWED.

Since our official founding in 2002, Renewed has been an essential and singular resource for sufferers of eating disorders and those who support them.

Over the past several years, we have grown in influence and service to provide programs, referrals, a supportive community and, most importantly, hope to those impacted by eating disorders - around the clock and free of charge. We will continue to serve the community with renewed energy, innovation and compassion as we focus on expanding our reach and helping more individuals find courage and trust in the recovery process. We have a solid plan to reach our goals and a vision for how our growth will serve the Tennessee community - both now and in the future.

YOU ARE THE KEY INGREDIENT.

As we launch a new chapter and build upon the strong foundation of our past, it is an exciting time to be a part of Renewed. You play a pivotal role in bringing our vision to life. With your partnership, we look forward to making a lasting, transformative impact on the mental and physical health of our community.

HEAL HEARTS AND HELP THEM THRIVE.

Join us in helping others find courage for today, trust in recovery and hope for a renewed tomorrow.





renewED

EATING DISORDERS SUPPORT

MISSION

Renewed is on a mission to provide a path to renewed health for those seeking recovery from all forms of eating disorders through professional resource referrals, educational training and a supportive community.

VISION

We believe in renewed lives and will compassionately encourage resilience, courage and hope in all who are impacted by eating disorders.

STORY

In 1999, certified dietitian Reba Sloan and Dr. Ovidio Bermudez began the Eating Disorders Coalition of Tennessee (EDCT) to empower and support those suffering from eating disorders. Today, as Renewed, the organization provides one-on-one treatment referrals, educational programs and a supportive community for those affected directly or indirectly. Serving with compassion and respect, this growing resource helps sufferers who desire courage for today, trust in recovery and hope for a renewed tomorrow.

OUR VALUES

Courage • Trust
Growth • Hope
Compassion





IN THE WORDS OF
RALPH WALDO EMERSON,

“To know even one
life breathed easier
because you have
lived. That is to
have succeeded.”

VISION 2 0 2 2

VISION 2022 is our vision for the future, outlining our strategic goals for the next six years. It is a unique effort to unite our community in the fight against eating disorders and to significantly advance the service of this organization by 2022, the twentieth anniversary of Renewed.

thrive

the CAMPAIGN for RENEWED

THRIVE: THE CAMPAIGN FOR RENEWED is our comprehensive fundraising initiative that, with your help, will bring **VISION 2022** to life.


**THROUGH THIS EFFORT, WE AIM TO RAISE AND DEDICATE
\$2.5 MILLION TOWARD THE FOLLOWING AREAS:**

Strategic Priority 1 – AWARENESS

Strategic Priority 2 – SUPPORT

Strategic Priority 3 – INFRASTRUCTURE

**WE ALSO AIM TO RAISE A \$1.0 MILLION ENDOWMENT FUND TO
SUPPORT LONG-TERM FUNDING SUSTAINABILITY FOR RENEWED.**

A close-up, profile view of a woman's face and shoulder, looking towards the right. She has dark hair and is wearing a dark jacket. The background is a soft, out-of-focus sunset or sunrise scene with warm orange and yellow tones.

“Thank you, Renewed, for
serving our community
boldly and faithfully
and bringing to light
community awareness
to help fight this terrible
and deadly disease.”

– Ellie Billington, Renewed
Board of Directors

AWARENESS

Ellie Billington joined Renewed's Board of Directors in 2011 and has since been an active volunteer, member of the Executive Committee, and co-chair of major Renewed events. She is an invaluable asset to the organization and the individuals that benefit from its programs and services.



Ellie's connection to Renewed runs much deeper than the hours she dedicates to advancing the work and mission of the organization in the community. She has first-hand experience with the devastating impact that eating disorders can have on loved ones and their families. In past years, Ellie walked alongside her daughter as she struggled with disordered eating and the physical and emotional consequences that commonly accompany the illness. Luckily – through specialized treatment resources and a supportive environment - her daughter was able to overcome the destructive voice of her eating disorder, finding the path to renewed health that she remains on today.

Through her family's experience, Ellie understands the value of Renewed as a resource for overcoming the darkness and helplessness of an eating disorder. Due to the prevalence of the disease in today's society, she is thankful that Renewed offers needed resources and education to individuals and their families while offering a supportive and welcoming community.

“What a privilege it is to serve as a board member and a volunteer for Renewed,” she says, “as well as witnessing the amazing growth of this much needed organization in our community.”

AWARENESS

THE GO-TO RESOURCE FOR EATING DISORDER SUPPORT.

At the heart of Renewed is our free, professional and confidential referral service. Each year, we provide personalized assistance to hundreds of individuals and families in need of recommendations for eating disorder treatment. In order to help all individuals that need compassion and expertise as they begin their journeys to recovery, we are seeking to increase awareness of Renewed as the primary resource for eating disorders in the state of Tennessee.

- **INCREASED ONLINE AND COMMUNITY PRESENCE** - Goal: \$300,000
Develop and execute a comprehensive marketing plan to establish community and media relationships and to increase the presence of Renewed in local and regional publications, organizations and businesses. The marketing plan will include a campaign that specifically addresses and reduces the stigma associated with eating disorders, encouraging underserved populations to seek the help they deserve.
- **CREATION OF NEW AWARENESS EVENT** - Goal: \$100,000
Establish an annual community-based event to unite relevant audiences around the education and awareness of eating disorders. The event will allow Renewed to disseminate critical information about this mental illness as well as how to seek help through our programs and services.
- **ENHANCED CAPACITY FOR SPECIALIZED TREATMENT REFERRALS**
Increase Renewed's capacity to provide personalized recommendations for eating disorder treatment by establishing relationships with all providers who specialize in this treatment area. We will accomplish this goal through the following initiatives:
 - **EXPANSION OF CLINICAL REFERRAL NETWORK** - Goal: \$6,000
Grow our clinical referral network through Renewed-hosted events, an increased presence at relevant conferences and targeted small group meetings.
 - **BEHAVIORAL HEALTH PARTNERSHIPS** - Goal: \$6,000
Through meetings and networking events, form meaningful partnerships with existing behavioral health clinics and organizations where it is known that eating disorders co-occur.

Clinical: An adjective used to describe professionals that provide behavioral health services. This group may include (but is not limited to) therapists, psychologists, doctors and dietitians.

AWARENESS

TRAINING FOR EATING DISORDER AWARENESS AND EDUCATION.

Despite their prevalence and severity, eating disorders are often overlooked or misdiagnosed. With your help, we will enhance our training and education initiatives to equip both community personnel and clinicians with the proper tools to recognize the illness and intervene in a timely manner.

- **RENEWED SPEAKERS BUREAU** - Goal: \$300,000

Expand the Renewed Speakers Bureau (RSB) to include two specific branches – community and clinical – to provide free outreach presentations to local and statewide audiences. The RSB will educate community personnel and clinicians on the signs and symptoms of eating disorders and establish protocol for referring individuals in need to specialized treatment resources.

- **RESOURCE KITS** - Goal: \$45,000

Create proprietary resource kits to educate and address the needs of the following target audiences on the topics of eating disorders, disordered eating and body image: school guidance counselors, teachers, coaches, religious leaders, parents, dietitians, therapists and doctors.

- **LUNCH & LEARN EVENTS** - Goal: \$18,000

Organize an annual series of lunch and learn events to provide training and awareness to the following target audiences: school guidance counselors, teachers, coaches, religious leaders, dietitians and therapists.

- **HEALTH FAIRS** - Goal: \$6,000

Host informative booths at various events and health fairs – both clinical and community – to provide educational materials to individuals.





“Slowly but surely, my discussions on that couch at Renewed led to a new outlook on truth and community, on what it means to share your story and how it can empower others in their own journey.”

– Kristin Finch,
Renewed Volunteer

S U P P O R T

Kristin Finch is a devoted volunteer, donor, and recipient of Renewed services. Kristin first discovered Renewed when she became a client of nutritionist, Reba Sloan. Kristin had been battling bulimia for over six years and was a recent transplant to Nashville when her recovery began. Kristin received outpatient care through a team of local doctors, therapists, and a nutritionist, yet knew that something was missing: a community of people who had walked in her shoes and knew what it felt like to recover from an eating disorder. Reba suggested Renewed to Kristin as a place to connect with others in this shared experience. Kristin became a part of Co-Ed, Renewed's support group for young adults which gathers regularly in the small meeting room of Renewed's office. As others shared their own struggles, Kristin's best-kept secrets began spilling out. As those who have suffered an eating disorder know, secrets are what keep ED around. The freedom to say the truth about her own struggles gave her the confidence to share her true self with others and for her to understand the strength that results in vulnerability.



Kristin has now been in recovery for almost 4 years but still remains close to Renewed. She has enjoyed writing for the Renewed blog, finding strength in her written word. Kristin is also the founder of ConnectED, a Renewed program that works with women who are in recovery yet still seek community and support from those who have walked a similar path. ConnectED fosters discussions about what happens in real life when an eating disorder becomes the past rather than the present or future.

Kristin is now seeking her LPC-MHSP from Trevecca University, with hopes to work with eating disorder clients in the future, using her story to help others in pain.

S U P P O R T

PROGRAM EXPANSION ACROSS TENNESSEE.

Eating disorders are an isolating and lonely experience, causing tension and turbulence in relationships and making it difficult for the sufferer to relate to others. Renewed has developed several support programs to help individuals overcome the social isolation that often accompanies this illness and to help supplement recovery treatment plans at the outpatient level of care. All free of charge, the programs listed below are currently available to the Middle Tennessee community. As part of **Vision 2022**, we hope to replicate each of these initiatives in new geographic markets across the state, including Chattanooga, Memphis and Knoxville.

- **PAINTED** - Goal: \$60,000

Renewed's multi-week creative support group program for adults. Participants work with a registered art therapist to creatively express their emotions and concerns relating to recovery from an eating disorder or body image issues.

- **SUPPORT GROUPS** - Goal: \$48,000

Renewed offers several traditional support groups for specific audiences who are affected by eating disorders and related issues. Families Supporting Families provides semimonthly support for family members and friends who have a loved one with an eating disorder, ConnectED is a quarterly discussion group for adult women in recovery, and Co-Ed is an ongoing support group for college-aged women who struggle with disordered eating and body image concerns.

- **HARMONIZED** - Goal: \$40,000

Renewed's music therapy group for adolescents. The program is facilitated by a certified music therapist who helps participants address concerns around body image and self-esteem.

- **BALANCED** - Goal: \$28,000

Renewed's community yoga program. Offered on a weekly basis, the classes focus on body positivity and self-acceptance through the practices of mindfulness and meditation.

- **BODY PROJECT** - Goal: \$22,000

The Body Project is an evidence-based prevention program that helps adolescent girls and young women improve body image and reduce their pursuit of unhealthy thinness.

- **PARTNERS IN RECOVERY (PIR)** - Goal: \$11,500

Renewed's mentor program, pairing an individual in recovery from an eating disorder with someone working towards recovery for the purpose of friendship, guidance and a listening ear.

S U P P O R T

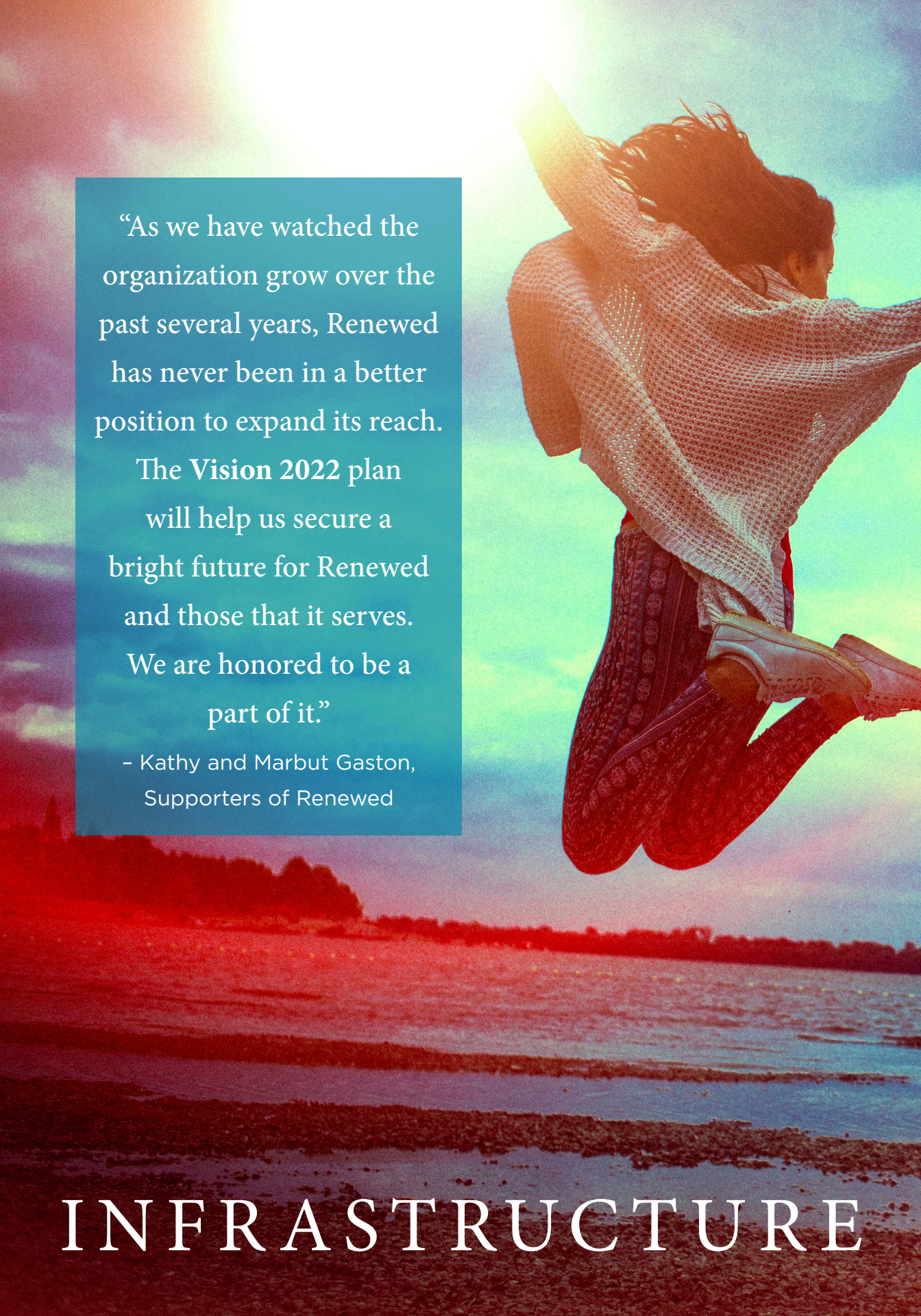
INCREASED ACCESSIBILITY TO LIFE-SAVING TREATMENT.

The cost of treatment and lack of insurance coverage are significant barriers to recovery for those who suffer from eating disorders. In fact, only 1 in 10 individuals with eating disorders seek treatment, often due to the financial burden of accessing care. To combat this barrier to treatment, Renewed strives to provide a scholarship program to Middle Tennessee families who cannot afford outpatient care.

- **SCHOLARSHIP PROGRAM** - Goal: \$140,000

Develop and implement a need-based scholarship program for subsidized outpatient care in Middle Tennessee. Scholarships will be available to individuals and families who could not otherwise afford specialized treatment services.



A full-page background image showing a person in mid-air, jumping over a body of water. The person is wearing a white textured sweater and patterned leggings. The scene is set at sunset or sunrise, with a bright sun low on the horizon creating a warm, orange and yellow glow. The water reflects the light, and the sky is a mix of orange, yellow, and blue. The overall mood is one of joy and achievement.

“As we have watched the organization grow over the past several years, Renewed has never been in a better position to expand its reach.

The **Vision 2022** plan will help us secure a bright future for Renewed and those that it serves.

We are honored to be a part of it.”

– Kathy and Marbut Gaston,
Supporters of Renewed

INFRASTRUCTURE

Kathy and Marbut Gaston

have supported Renewed since day one. They have witnessed the organization grow from a simple idea sketched out on the back of a napkin to an organization that changes the lives of hundreds of individuals and families every year.



The Gaston's story is powerful but sadly not unique to those who suffer. Kathy and Marbut's daughter, Margot, was diagnosed with an eating disorder in her late teenage years. As parents, Kathy and Marbut were left with feelings of hopelessness and uncertainty after initially learning of their daughter's illness. Fortunately, the Gastons were not alone in their battle. Dr. Ovidio Bermudez, one of the founders of Renewed, guided them to treatment and got the Gastons involved with the newly-formed organization. They were connected to resources and clinicians that saved Margot's life, even when the odds were medically stacked against her. Today, Margot is alive and thriving.

Eating disorders have the ability to impact entire families. Kathy and Marbut quickly realized how invaluable the support they received from close friends was in the initial days of Margot's diagnosis. They could not have imagined dealing with the illness alone, and vowed that no one should ever have to do so. True to their word, Kathy went on to form a support group at Renewed to ensure that family members and close friends of those who suffer always have a supportive community of others who understand their journey.

Kathy and Marbut remain dedicated volunteers and supporters of Renewed to this day. Through the successful implantation of Vision 2022, the Gastons hope that all individuals and families in need can experience the same comfort, support and hope that Renewed has provided them.

INFRASTRUCTURE

STRENGTH IN NUMBERS.

Renewed's **Vision 2022** is a collaborative effort that provides a clear roadmap for the organization's next six years. To successfully achieve our Awareness and Support initiatives (Strategic Priorities 1 and 2), we must lay the groundwork for the implementation of these goals through infrastructure.

- **A PLACE OF HEALING**

- Goal: \$300,000

Locate and secure physical space for Renewed's headquarters in Nashville to accommodate all program and operational needs.

- **HELPING HANDS**

- Goal: \$290,000

Grow Renewed's staff from a team of three to include an outreach director, a development director and a part-time administrator/bookkeeper.

- **RENEWED EXCELLENCE FUND**

- Goal: \$750,000

Private, annual gifts that support the organization's ongoing expenses, including supplies for programs, wages, marketing and other administrative costs.



INFRASTRUCTURE

BRIGHT FUTURE, BIG PLANS.

With a long-term goal of financial sustainability, our vision for growth includes the implementation of best practice-based models for development and fundraising.

- **ENDOWMENT** - Goal: \$1,000,000

Establish and fund a \$1 million operations endowment to create sustainable income for Renewed's future. The endowment fund will be an integral component of the organization's Comprehensive Advancement Strategic Plan which incorporates an array of funding strategies to diversify Renewed's ongoing fundraising initiatives.





VISION

2 0 2 2

Vision 2022 is a six-year comprehensive initiative to advance the impact of Renewed in Middle Tennessee and beyond. To realistically execute each Strategic Priority in an organized and purposeful manner, we have created the following implementation timeline to outline specific strategic goals for each of the next six years (2017-2022).

RENEWED STRATEGIC PLAN IMPLEMENTATION TIMELINE

2017

GOAL 1: AWARENESS

- Implementation of comprehensive marketing plan (to be repeated on annual basis)
- Networking at professional conferences/meetings in Tennessee

GOAL 2: EDUCATION OF COMMUNITY PERSONNEL AND CLINICIANS

- Hire full-time outreach director
- Host series of lunch & learn events (to be repeated on annual basis)
- Create proprietary resource kits (update annually as needed)
- Attend events to educate community (to be repeated on annual basis)

GOAL 6: ENDOWMENT

- Fund endowment as able
- Create and execute comprehensive strategic advancement plan (execution of plan to be repeated on annual basis)

2018

GOAL 1: AWARENESS

- Creation of new community awareness event (to be repeated on annual basis)
- Create and implement campaign to reduce stigma (cost included in marketing plan)

GOAL 3: EXPANSION OF SUPPORT PROGRAMS

- Identify program facilitators in Chattanooga

GOAL 5: INFRASTRUCTURE

- Find new office space to accommodate all program and operational needs
- Hire full-time development director

GOAL 6: ENDOWMENT

- Fund endowment as able

2019

GOAL 1: AWARENESS

- Increase marketing plan scope to include Chattanooga

GOAL 2: EDUCATION OF COMMUNITY PERSONNEL AND CLINICIANS

- Expand lunch & learn series into Chattanooga (total of 6 lunch & learn events)

GOAL 3: EXPANSION OF SUPPORT PROGRAMS

- Hire part-time program director
- Implement support programs in Chattanooga
- Identify program facilitators in Memphis

GOAL 4: TREATMENT ACCESSIBILITY

- Plan for design and implementation of scholarship program

RENEWED STRATEGIC PLAN

IMPLEMENTATION TIMELINE

GOAL 5: INFRASTRUCTURE

- Hire part-time administrator/bookkeeper

GOAL 6: ENDOWMENT

- Fund endowment as able

2020

GOAL 1: AWARENESS

- Increase marketing plan scope to include Memphis

GOAL 2: EDUCATION OF COMMUNITY PERSONNEL AND CLINICIANS

- Expand lunch & learn series into Memphis (total of 6 lunch & learn events)

GOAL 3: EXPANSION OF SUPPORT PROGRAMS

- Implement support programs in Memphis; continue programs in Chattanooga
- Identify program facilitators in Knoxville

GOAL 4: TREATMENT ACCESSIBILITY

- Provide 2 scholarships for outpatient care in Middle TN

GOAL 6: ENDOWMENT

- Fund endowment as able

2021

GOAL 1: AWARENESS

- Increase marketing plan scope to include Knoxville

GOAL 2: EDUCATION OF COMMUNITY PERSONNEL AND CLINICIANS

- Expand lunch & learn series into Knoxville (total of 6 lunch & learn events)

GOAL 3: EXPANSION OF SUPPORT PROGRAMS

- Implement support programs in Knoxville; continue programs in Chattanooga and Memphis

GOAL 4: TREATMENT ACCESSIBILITY

- Provide 3 scholarships for outpatient care in Middle TN

GOAL 6: ENDOWMENT

- Fund endowment as able

2022

GOAL 4: TREATMENT ACCESSIBILITY

- Provide 4 scholarships for outpatient care in Middle TN

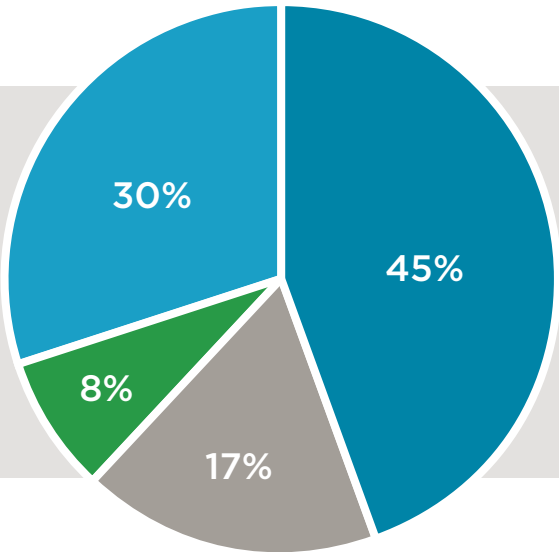
GOAL 6: ENDOWMENT

- Fund endowment as able

COMPREHENSIVE CAMPAIGN PRIORITIES

STRATEGIC PRIORITIES

- Awareness
- Support
- Infrastructure
- Endowment



AWARENESS - \$781,000

- Increased Online and Community Presence: \$300,000
- Creation of New Awareness Event: \$100,000
- Expansion of Clinical Referral Network: \$6,000
- Behavioral Health Partnerships: \$6,000
- Renewed Speakers Bureau: \$300,000
- Resource Kits: \$45,000
- Lunch & Learn Events: \$18,000
- Health Fairs: \$6,000

SUPPORT - \$349,500

- PaintED: \$60,000
- Support Groups: \$48,000
- HarmonizED: \$40,000
- BalancED: \$28,000
- Partners in Recovery (PIR): \$11,500
- Body Project: \$22,000
- Scholarship Program: \$140,000

INFRASTRUCTURE - \$1,340,000

- A Place of Healing: \$300,000
- Helping Hands: \$290,000
- Renewed Excellence Fund: \$750,000

ENDOWMENT - \$1,000,000

GIFT SCHEDULE

We are calling on supporters at every giving level to make **Vision 2022** a reality. Every gift and every donor plays a vital role in the growth and success of Renewed.

GIFT AMOUNT	NUMBER OF GIFTS NEEDED	TOTAL
\$750,000	1	\$750,000
\$500,000	1	\$500,000
\$250,000	2	\$500,000
\$100,000	2	\$200,000
\$75,000	3	\$225,000
\$50,000	5	\$250,000
\$25,000	6	\$150,000
\$15,000	12	\$180,000
\$10,000	15	\$150,000
\$5,000	22	\$110,000
\$2,500	30	\$75,000
\$1,000	75	\$75,000
\$500	70	\$35,000
\$250	100	\$25,000
\$100	250	\$25,000
<\$100	Many	\$250,000
Total Campaign	173	\$3,500,000

Ready to help others thrive?
The easiest and fastest way to give is
to visit www.renewedsupport.org.



WAYS TO GIVE

OUTRIGHT GIFTS

ONLINE DONATION: Make a one-time or recurring donation using our secure online form at www.renewedsupport.org/give.

BY MAIL (CASH OR CHECK): Please make your check payable to Renewed and send to Renewed, 2120 Crestmoor Road, Suite 3000, Nashville, TN 37215.

BY PHONE: You may make your donation online with a credit card, but if you prefer, we are glad to take your credit card information by phone at (615) 831-9838 during regular business hours.

STOCK OPTIONS/APPRECIATED SECURITIES

You may also donate appreciated securities to Renewed. The tax benefit allows you to:

- Claim a charitable income tax deduction for the full value of the shares;
- Avoid the capital gains tax that would have been due if the shares were sold.

Visit www.renewedsupport.org/give for instructions on transferring stocks. Then, contact us at **(615) 831-9838** so we can track your gift in a timely manner and ensure that you receive the proper credit for your gift.

PLEDGES/LETTER OF INTENT

Payment schedules can be arranged for your convenience whether yearly, semi-annually, quarterly or monthly. Pledge reminders will be sent to you per your instructions.

Official receipts for tax purposes and a letter acknowledging your gift will be mailed to you within a week of receipt.

Download and complete a letter of intent at www.renewedsupport.org/give.

PLANNED GIVING

Establish a lasting legacy for you and your family by making a planned gift to Renewed. There are many options for planned giving. Learn more at www.renewedsupport.org/give and then give us a call at **(615) 831-9838** to discuss options.

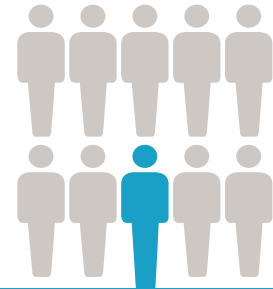
MATCHING GIFTS

A matching gift is an employer-sponsored program to encourage philanthropy among company employees in support of their chosen charity or organization. The matching gift program enables many donors to increase the impact of their contributions as most companies will match dollar for dollar, and some will double- or triple-match employee gifts. Please keep this in mind and check with your employer to see if your company offers a matching gift program.

BY THE NUMBERS

Approximately **91%** of women are **UNHAPPY WITH THEIR BODIES** and resort to dieting to achieve their ideal body shape

Unfortunately, only **5%** of women naturally possess the body type often portrayed by **AMERICAN MEDIA**



Only **1 IN 10 INDIVIDUALS** with eating disorders receives proper treatment

\$55.4:
Total annual revenue of the weight loss industry, in billions



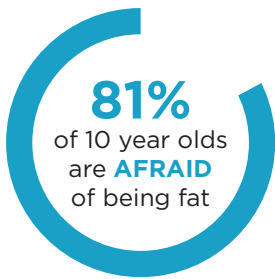
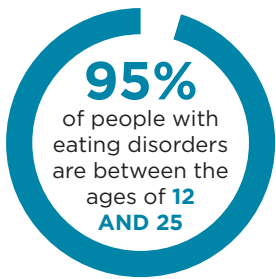
ANOREXIA

has the highest mortality rate of **ALL** MENTAL ILLNESSES

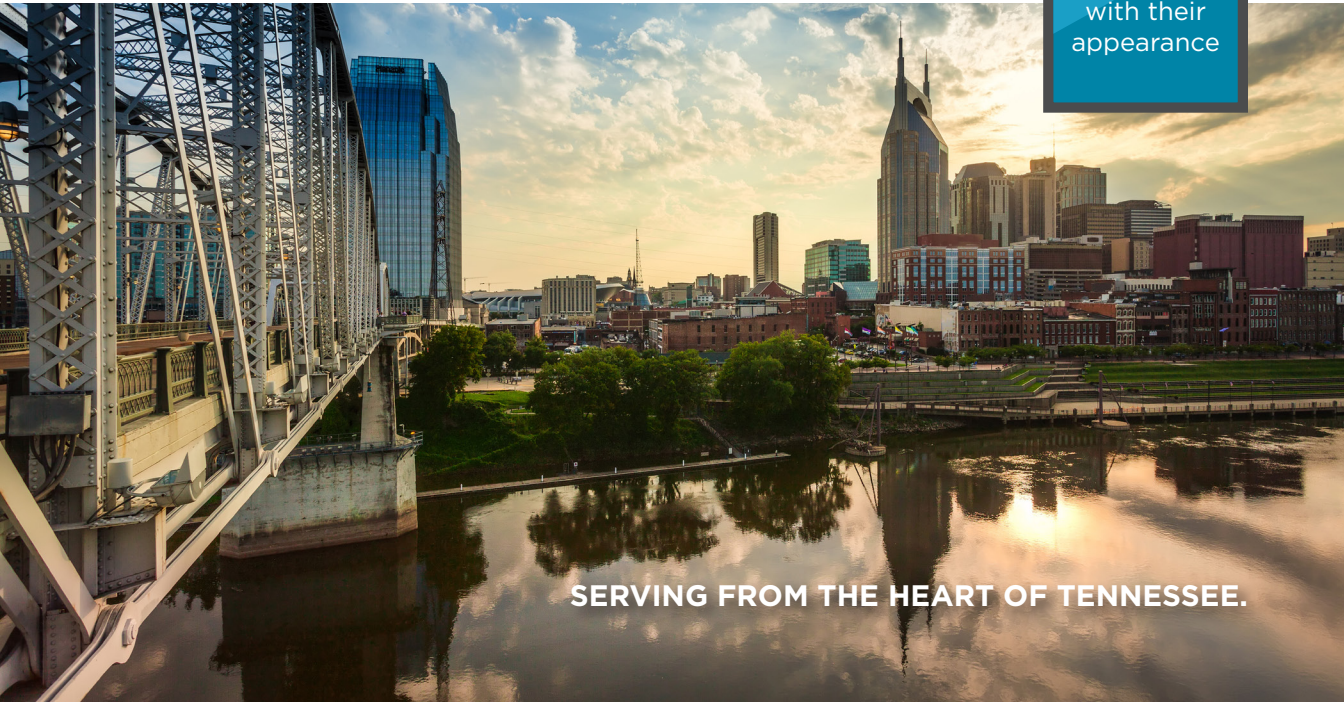


30 MILLION AMERICANS
(20 million women + 10 million men)
suffer from a **CLINICALLY SIGNIFICANT EATING DISORDER** at some point in their lives

58% of college-aged girls feel **PRESSURED** to be a certain weight



More than **1/3** of girls aged 10 to 15 years old are unhappy with their appearance



SERVING FROM THE HEART OF TENNESSEE.



renewED

EATING DISORDERS SUPPORT

Helping you find
courage for today,
trust in recovery
and hope for a
renewed tomorrow.

www.renewedsupport.org

Renewed provides free, professional and confidential referrals for anyone struggling with an eating disorder. We offer proven educational training for healthcare professionals and a supportive community for all who are involved in the journey to renewed wellness. We were previously known as the Eating Disorders Coalition of Tennessee (EDCT), one of the first 501(c)3 organizations in the southeast exclusively focused on eating disorders.



2120 Crestmoor Rd., Ste. 3000
Nashville, TN 37215

615.831.9838 | www.renewedsupport.org

